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ABSTRACT

A survey was conducted to determine the reading and library use patterns of adults 18 years of age or older. One hundred subjects chosen by a random sample technique were individually questioned by the researcher and data were tabulated by computer using the Statistical Package for the Social Sciences (SPSS). A profile of the respondent was compiled by age, sex, marital status, education level, and occupation. Library use patterns were evaluated by criteria such as general attitude toward the library, percentage of library users and non-users, educational level of users, use of the library as part of continuing education program requirements, family size, and purpose of library visit. Reading patterns were determined based on purpose of reading, sources of reading materials, and preferences as indicated by type of material read. A summary and sample questionnaire are included. (JAB)

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A SURVEY OF ADULT READING PATTERNS AND LIBRARY
USE PATTERNS IN OREM, UTAH

by

Susan E. Holmes

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ABSTRACT

A survey of the adult residents of Orem City, Utah, was conducted to provide information regarding the reading patterns and library use patterns of adults in the community. A random sample of the community was questioned by the researcher, and analysis of the data was conducted to discover significant factors that influence library use. Results of the study revealed that increased family size and increased number of books read related positively to use of the Orem Public Library.

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Chapter 1

THE PROBLEM

Introduction to the Problem

Early in library literature, the librarian was admonished to know his public. Mary Cutler in an 1896 Library Journal stated that the librarian should be a student of his own town through informal contact.¹ In recent years, more formal studies of the community have been advocated to better equip the librarian to fulfill the community needs. In a discussion of community survey, the Minimum Standards for Public Library Systems, 1966 stated,

Continuous as well as periodic study of the community should be made through knowledge obtained by participation in governmental planning, through cooperation with other organizations in studies, or by library initiated community analysis.²

This study has focused upon the community of the Orem Public Library. Orem Public is a small-to-medium sized library with a collection of 45,000 adult books and 19,000 children's. The library in 1975 served a community

¹Mary Salome Cutler, "Two Fundamentals," Library Journal, 21 (October, 1896), p. 448.

²Public Library Association, Standards Committee, Minimum Standards for Public Library Systems, 1966 (Chicago: A.L.A., 1967), p. 29.

of 37,243 and had 14,368 registered borrowers.³ Mr. Beason, the new library Director, has a desire to respond to community needs. However, the data to make effective administrative decisions was not available at the time this study was proposed. Two related studies had been completed in the area; however neither had produced relevant data. David Allred conducted a survey in 1972 of 250 Utah County residents concerning their desire for country library service. However, the survey was restricted to unincorporated areas.⁴ Wayne Jarvis conducted a library use study at the Orem Public Library in the spring of 1975. His survey dealt with the adult patron's regard and awareness of services and materials offered at the library. Mr. Jarvis stated that his results must be viewed as tentative at best, due to a small and biased sample of only 2 percent of the card holders.⁵ Accurate data of the community characteristics and needs must be available to make responsive decisions regarding the nature of the library's

³Orem City Community Planning Department. A Short Description of Neighborhoods, 1975, p. 66; see also Orem City Library, Circulation and Registered Borrowers, 1971-1975, 1975, unpag.

⁴David B. Allred and others, "An Attitude Survey of Utah County Residents Toward County Library Services," (Unpublished Masters project, B.Y.U., 1972), p. 5.

⁵D. Wayne Jarvis, "A Survey of Adult Patron Awareness, Use, and Satisfaction at Orem, Utah Public Library," (Unpublished Masters project, B.Y.U., 1975), p. 20.

collection and the services to be offered. The purpose of this study has been to provide this data.

Statement of the Problem

What are the reading patterns and library use patterns of adults 18 years of age and older residing in Orem, Utah?

Further Definition of the Problem

Through an analysis of information provided by a questionnaire delivered to a random sample of the dwellings in Orem, Utah, a profile of the community was obtained to facilitate library planning in the areas of collection development, budget, and service to the community. Certain questions were to be answered. Specifically:

1. What are the demographic characteristics (age, sex, marital status, employment, education and family size) of adult respondents in the Orem community? What are the differences in demographic characteristics between the user and the non-user in the sample group?
2. What are the common uses of the Orem Public Library?
3. What improvements did sampled users of the Orem Public Library suggest?
4. What were the reasons non-users of the random sample did not attend the Orem Public Library?

5. What were the general attitudes of adults residing in Orem toward their public library?

6. What were the sociometric effects on library use of adults residing in Orem, Utah? Did adults living in Orem go alone to the public library or did they commonly visit the library with someone?

7. What was the effect of continuing involvement in schooling of some type on library usage?

8. What were the reading habits and preferences of the user and the non-user sampled in Orem, Utah?

Definitions of Terminology

Bernard Berleson in his book, The Library's Public, in answering the question, "How many people can be considered users of the public library," gave us several common definitions of the term 'user':

If it (user) is to be defined in terms of registration with the public library (for the usual three year period), then the figure is 25 percent of the adults (using the library designation of those in high school and/or over fifteen years of age) and about 50 percent of the children. But . . . registration is not a sound index for actual library use. If 'user' is defined as someone using the public library at least once a year, the figure is about 18 percent of the adults (over 21) and somewhat under 50 percent of the children and young people. Finally if 'user' is defined as someone using the library at least once a month, then the figure is about 10 percent of the adults and about 33 percent of the children and young people.⁶

⁶Bernard Berelson, The Library's Public (New York: Columbia University Press, 1949), p. 10.

For the purposes of this study, the term 'user' has been defined as anyone that visits the Orem Public Library at least once a year.

Reading patterns have been defined as the source and type of reading material, the purpose of this reading and an approximation of the frequency of books read.

Community analysis has been defined by Charles Evans, as

. . . the division of the community into its components, but such analysis is of little real value unless the peculiar characteristics of the community and of each of its constituent elements--including characteristic needs and behavior--are identified and their significance established. Library community analysis, therefore, embraces the study of two elements: community characteristics and the significance of these characteristics. A single study, however, need not cover the full range of characteristics or significance.⁷

This study has been primarily restricted to describing the constituents of the community; however through the use of cross-tabulation it has been hoped to reveal significance between certain characteristics and library use.

Delimitations of the Problem

This study was limited to a random sample of dwellings within the city boundaries of Orem, Utah. No attempt was made to include persons living in motels, correctional institutions, rest homes or hospitals. The

⁷Charles Evans, "A History of Community Analysis in American Librarianship," Library Trends, 24 (January, 1976), p. 441.

questionnaire was administered to an adult member of each dwelling selected. The term 'adult' was defined as a person 18 years of age and older. A married person under the age of 18 was also considered an 'adult' for the purpose of this study.

Hypotheses

This study was based on the hypothesis that there are certain specific differences between the user and the non-user of a public library. Specifically:

1. Increased family size relates positively to use of the public library.
2. Current continuing education relates positively to the use of the public library.
3. A higher level of education completed correlates positively to library use.
4. Increased reading of books relates positively to the use of the public library.

Chapter 2

LITERATURE SEARCH

Knowledge of the community has been mentioned quite frequently in literature, as a method of ascertaining the community's needs and incorporating this information in effective library planning. Mary Cutler, in discussing community awareness, stated:

. . . the librarian should be a careful student of his own town. He should know its history and topography, its social, political, business, literary, and ecclesiastical life. To this end he should have a personal acquaintance with the city officers, the party bosses, the labor leaders, leading women in the society, with the clergy, with the school superintendent and the teachers, with those who shape the charitable organizations, with reporters, policemen, and with reformers.

To what end? Broadly, that he may catch the spirit of the civic life and relate the library to the whole as the organs of the body. Specifically, that he may reach the entire population through the natural leaders, that he may select books, establish branches, open up new avenues of communication between the library and its people.¹

In more recent literature, formal studies of the community have been advocated. Charles Evans, commenting on Miss Cutler's description of community study stated, that formal studies were needed to furnish information on parts of the community to which the library has little or

¹Mary Salome Cutler, "Two Fundamentals." Library Journal, 21 (October, 1896), p. 448.

no contact. Mr. Evans also felt that the formal study would test the validity of the information obtained by informal methods.²

Distinction between user studies and studies of the community has been made by Phillip Ennis:

Researches inside the library deal with problems of contact between users and a library function, be it acquisitions, reference service, the use of the catalogue, or circulation. Studies 'outside' the library have to do with the broader issues of identifying the characteristics of the readers, describing their communication practices, and the sources of information, including the library as but one source among many.³

Lowell A. Martin is discussing user studies and library planning mentioned the tremendous difficulty of getting at user needs. Human needs are very difficult to identify. Many people do not reflect on their needs or if they do they are unable to express them.⁴ The researcher attempts to help by giving a suggested list of possible needs, Mr. Martin, discussing the response to a researcher's questionnaire, stated,

The latter, seeing a way out choose one or several socially approved responses even though

²Charles Evans, Middle Class Attitudes and Public Library Use (Littleton, Colo.: Libraries Unlimited, Inc., 1970), p. 27.

³Phillip Ennis, "The Study of the Use and User of Recorded Knowledge," Library Quarterly, 34 (January, 1964), p. 306.

⁴Lowell A. Martin, "User Studies and Library Planning," Library Trends, 24 (January, 1976), p. 488.

they would not read a book on a subject if it were placed before them in technicolor and with accompanying music.⁵

Social research techniques needed to accurately pin-point the needs of a respondent are in the process of development. A more complete theory of social research must be developed and because of the built-in problems associated with questionnaire technique, the decision was made by the researcher of this study to hand deliver the questionnaire. The researcher hopes, that the open contact and the possibility of inter-personal communication would facilitate the compilation of a more accurate picture of the community.

The literature mentioned the responsibility of the library to be sensitive to the full community, not only the user but the non-user of the public library. Ruth Warnick has considered the public library to be a source for education, recreation and culture for all the people in an area. Documented organized information of the public's background, needs and interests must be accumulated to enable the library staff to fulfill this function.⁶ Warnick stated in her article that unless the library,

. . . has the data and has built the library's collection, its program, and its relations with the

⁵Ibid.

⁶Ruth Warnick, "Analyzing Your Community: A Basis for Building Library Service," Illinois Libraries, 57 (January, 1975), p. 15.

community around insights derived from it, the library can scarcely be of real significance to the community.⁷

Morse backed up Ms. Warnick when he stated that libraries must justify their budget by measures of how well they satisfy their clientele.⁸

The A.L.A. Standards Committee has responded to this need to be sensitive to the full community when they stated:

Sensitivity to interests, early recognition of needs before they are clearly expressed, and catholicity of contact and viewpoint mark the librarian who keeps the collection in tune with its public. Selection must go beyond the request of particular groups who have come to use the library regularly, and must appeal to segments in the population which do not readily turn to it.⁹

Mary Bundy, however, painted a dim picture of the public library's response to the community needs in her 1967 study of library use in the Baltimore-Washington area.

The present analysis suggests that libraries have made scarcely and discernable adaptation to their communities and to the changes which 20 years have wrought upon them, to the differences in needs and interests of library patrons which the passage of two important decades have influenced and have instituted virtually no variation to entice those who did not use them, and still do not use the public libraries of the community.¹⁰

⁷ Ibid.

⁸ Phillip Morse, "Measures of Library Effectiveness," Library Quarterly, 42 (January, 1975), p. 15.

⁹ Public Library Association, p. 37.

¹⁰ Mary Lee Bundy, "Factors Influencing Public Library Use," Wilson Library Bulletin, 62 (December, 1967), p. 381.

It is hoped that public libraries have responded or will respond positively to Mary Bundy's indictment and will not become, as she suggested a vestigial souvenir of another age.¹¹ In fact, the purpose of this study has been to accumulate and analyze data from the community to provide input for increased responsiveness by the Orem Public Library.

Related Studies

The first published study of a library's community appeared in 1908, and was a description of Jewish imigrants who used the Brownsville Branch of the Brooklyn Public Library.¹² Since that time many studies have been published in regards to community analysis of a library's public. Many of the same conclusions have been generated by the different researchers. The studies to be discussed in this section have been restricted to those that are well-known in the field and relate directly to the questions that have been asked by this study. The format of this discussion is historical in nature.

In 1949, Berelson published a landmark in community analysis, The Library's Public was part of the Public Library Inquiry and is a synthesis of reading and library use studies during the preceeding three decades.

¹¹Ibid.

¹²Evans, "History of Community Analysis," p. 443.

Berelson's study was notable in its conclusions that 10 percent of the adults in a community use the public library.¹³ A second conclusion from Berelson was that the most significant factor in the use of libraries by adults is education.¹⁴

Mr. Berelson, in discussing the community's attitude toward the library, concluded that although residents did not use the library; they approve of it and support it.

The library benefits from the halo effect surrounding any educational institution in a culture-conscious country, even though some of its works may not qualify, as educational by reasonable definitions.¹⁵

In 1950, Robert D. Leigh, was coordinator over the second major survey of public libraries. Mr. Leigh evaluated the public library in sociological, cultural, and human terms of the extent to which the libraries were achieving their goals.¹⁶ The general conclusions were that the library was not meeting their goals and enlargement was slow.¹⁷

Monet conducted a 1967 survey of Pennsylvania library services to determine the characteristics and attitudes of the user as opposed to the non-user. One

¹³Bernard Berelson, p. 10.

¹⁴Ibid., p. 114.

¹⁵Ibid., p. 124.

¹⁶Robert D. Leigh, The Public Library in the United States (New York: Columbia University Press, 1950), p. 19.

¹⁷Ibid., p. 48.

general conclusion that came from this study was that the distance a patron must travel to a library was a factor in library use; however, other considerations seemed just as important.¹⁸

Mary Bundy's study of library in Metropolitan Baltimore and Washington D.C. can be considered also to be one of the landmarks in the field. Her general findings supported the conclusions of Berelson. "The most discouraging aspect of the survey was to discover that twenty years after the Berelson study, the public library has not changed markedly."¹⁹

McElroy's study of subject variety in adult reading concluded that education was the most important factor in adult reading.

It is clear that in each of the other groupings mentioned above--age, occupation, and economic status--education is a hidden factor. And with each group the difference between those who read much and those who read little is education.²⁰

McElroy's conclusion naming education as a major factor in reading correlates with Berelson's findings that the

¹⁸William Monet, "The Community Library and its Search for a Vital Purpose," ALA Bulletin, 61 (December, 1967), p. 1307.

¹⁹Mary Lee Bundy, Metropolitan Public Library Users, A Report of a Survey of Adult Library Use in the Maryland Baltimore-Washington Metropolitan Area (College Park, Md.: University of Maryland, 1968), p. 114.

²⁰Elizabeth Warner McElroy, "Subject Variety in Adult Reading: Factors Related to Variety in Reading," LQ, 38 (April, 1968), p. 158.

level of education completed relates positively to library usage.²¹

Charles Evans in 1970 made a study of middle class attitudes and library use in a medium-sized California town. Particular attention was made to distinguish between the user and the non-user in the study group. The user had generally completed more years of school, was usually a woman, and was actively engaged in some form of educational activity.²²

Mr. Evans did however question the relationship of education with library use.

The implications found by this study of a relationship between continuing education and library use, when coupled with the fact that people with many years of schooling are often not library users, raise the possibility that among functionally literate people further schooling does not in itself, encourage library use. It is often assumed by librarians that more education leads to more library use.²³

Kronus studied patterns of adult library use by using a multi-varient statistical technique. In an attempt to predict the rate of library use the most significant variable was education (.34). Family size, however, was the second most powerful factor (.19). "Holding these factors constant, people with larger families are heavier users of the libraries than those with small families."²⁴

²¹Berelson, p. 114.

²²Evans, Middle Class Attitudes, p. 115.

²³Ibid., p. 117.

²⁴Carol Kronus, "Patterns of Adult Library Use: A Regression and Path Analysis," Adult Education, 23 (Winter, 1973), p. 21.

David B. Allred and others conducted a survey in unincorporated areas of Utah County to measure the need of improved library service. Mr. Allred's findings correlate with those of Kronus concerning the effect of family size. "It was found that there was a direct relation between increased family size and interest in use of library services."²⁵ Mr. Allred, also, concluded that many non-users are readers and therefore potential library users. He concluded his paper by suggesting further research in the area of reading habits. "Results from this study indicate that research should be done on the reading habits of non-users, which would provide an evaluation of what non-library users would want to read."²⁶ Part of the purpose of this study has been to uncover the reading patterns and preferences of adults residing in Orem, Utah.

Wayne Jarvis in the Spring of 1975 conducted a survey of awareness, use, and satisfaction of users at Orem Public Library. Mr. Jarvis had 210 returned, completed questionnaires. No attempt was made to randomize the collection techniques and thus his sample could not be considered representative of the library user at Orem Public. Mr. Jarvis stated concerning his analysis of the data, "Due to the small sample obtained (2 percent of the

²⁵David B. Allred and others, "An Attitude Survey of Utah County Residents Toward County Library Services," (Unpublished Masters project, B.Y.U., 1972), p. 75.

²⁶Ibid., p. 77.

total population of adult card-holders) and the uncertainty of its having been a representative sample, no formal statistical analysis were attempted."²⁷ The need for an accurate community wide survey was suggested by Mr. Jarvis to determine the reasons for non-use of the library and in an effort to attract more participation by the community.²⁸

The overall picture depicted by the literature is one of limited public library use by adults of a community. The users and the non-users seem to have specific differences. Large family size, higher levels of education completed, and current continuing involvement in schooling of some type seems to correlate with library use. The literature also calls for the need not only to determine general characteristics of the non-user and the reason for non-use, but for the library to act upon this information to attract more adults to its doors.

But I think number one for everybody and again, is the same one. To set goals for planning service . . . to get goals for planning service. Okay, some of you say we've set our goals, I can just see some of you--you know--set your goals, but you're going to want to look at those goals after you have looked at the community, if you haven't already looked at your community very carefully, to see whether they

²⁷Wayne D. Jarvis, "A Survey of Adult Patron Awareness, Use, and Satisfaction at Orem, Utah Public Library," (Unpublished Masters project, B.Y.U., 1975), p. 20.

²⁸Ibid., p. 37.

are the right goals. Goals are not set in concrete. Goals can be changed and should be changed as the community changes.²⁹

²⁹Muriel Fuller, "Looking at Your Community: Basis for Building Library Service," Illinois Libraries, 57 (February, 1975), p. 79.

Chapter 3

METHODOLOGY

The Questionnaire

A twenty-three question questionnaire with open and closed questions was devised to ascertain the demographic characteristics, the reading habits, and the library use patterns of adults residing in Orem, Utah. (See Appendix) The questionnaire began with questions regarding sex, age, education completed, occupation, and marital status. The question regarding current employment was open-ended. The responses were classified by the researcher to match five basic variables. The variables were professional, semi-professional, blue-collar worker, housewife, unemployed and retired.

The next section of the questionnaire asked questions regarding the number of children under the age of eighteen within the respondent's family. Data on the frequency of the children's use of the Orem Public Library was wanted. These questions were also used to test the hypothesis of the researcher that larger family size related positively to library use. The next two sections of the questionnaire dealt with the library use habits and reading habits of adults in the community. Questions 9

through 18 dealt with the frequency of use, sociometric effects on library use, current schooling, purpose of library use, improvements suggested, and reasons for non-use. Questions 19 through 24 dealt with the reading patterns of adults of Orem. Specifically, the questions dealt with the amount of books read in the last six months, purpose of reading, source of books, type of books preferred. The questions in these last two sections were designed to help the library respond to community suggestions and aid in collection development. The questions regarding reading were also designed to test the researcher's hypothesis that increased reading of books related positively to the use of the public library.

The general feelings of the respondents were solicited by the last question and the opportunity to make general comments on the library to the researcher. No attempt was made to include these comments on the statistical analysis.

The questionnaire was pre-tested by twenty individuals, including Director Richard Beason. By testing the questionnaire on this group of individuals it was possible to refine the questions and make it into a more exact tool of measurement. The final form of the questionnaire was designed to remain within two pages and to require less than ten minutes of response time.¹

¹Lowell A. Martin, "User Studies and Library Planning," Library Trends, 24 (January, 1976), p. 492.

The Sample

Consistent with a confidence level of .90 and a reliability interval of +10 percent, a sample size of 100 was determined. Thought was given to the possibility of carrying out a survey by attaching the questionnaire to the utility bill, however, Webb in Obtaining Citizen Feedback stated that the response rates using this method fell below 10 percent.² Lowell A. Martin in describing his survey of the Chicago Public Library, stated, ". . . there is no alternative except to open contact and get feedback directly from the people."³ To obtain a higher response rate, to control for bias, and to obtain more personal feedback; the decision was made to have the researcher personally contact the households randomly chosen.

Polk City Directory was used to determine the number and location of the individual households in the Orem City area. Eight thousand one hundred individual dwellings were isolated and a number was assigned to each residence. A set of 110 random numbers was generated using a statistical computer program. These numbers were matched to the households in the Polk City Directory to obtain the resultant random sample. Each of the selected dwellings

²Kenneth Webb and Harry P. Hatey, Obtaining Citizen Feedback: The Application of Citizen Surveys to Local Governments (Washington, D.C.: The Urban Institute, 1973), p. 45.

³Lowell A. Martin, Library Response to Urban Change: A Study of Chicago Public Library (Chicago: A.L.A., 1969), p. 22.

was located and plotted on an Orem City map to help in distribution of the questionnaires." (See Appendix)

Collection Technique

Each household chosen was visited by the researcher during a five week period from January 18, 1977, to February 20, 1977. The decision was made to make these visits during the evening hours from seven until nine and on Saturdays in order to find employed males and females at home. To create a balanced sample between male and female respondents, the researcher pre-determined the sex of the adult respondent that would be questioned at each dwelling. For cases where an adult of the pre-determined sex was not a resident of the household; the available adult was questioned. Follow-up visits were completed until all chosen respondents were contacted. Ninety-five questionnaires were completed, five respondents refused to participate in the survey, and ten addresses were incorrect or vacant.

A brief introduction and explanation of the purpose of the study was given at each door. The respondent was then asked the twenty-three questions contained in the questionnaire. (See Appendix) The responses were classified and the appropriate box checked by the researcher.

The Analysis

The results of the questionnaire were tabulated by computer using the SPSS: Statistical Package for the

Social Sciences. Frequency tables were generated to show response rates within each question. Since much of the data furnished by the questionnaire was nominal, it was possible to cross-tabulate different variables to check for significance. Interval data was provided by questions 7 and 19 thus enabling the use of a t-test to check for significance. Analysis was made, and results follow.

Chapter 4

PROFILE OF THE RESPONDENT

The 100 households visited represented 1.2 percent of the 8,100 Orem City households. Males represented 45 percent and females 55 percent of the sample. The greater percentage (54 percent) of the respondents were between the ages of 18 and 35. Table 1 shows a further breakdown by age and sex.

Table 1
Respondent Profile by Age and by Sex

Age	Male (N-44)	Female (N-49)
18-24	15.9%	18.4%
25-30	18.2	22.4
35-40	29.5	18.4
40-50	18.2	12.2
50-65	11.4	18.4
65 and over	6.8	10.2

Seventy-nine percent of those surveyed were married; five percent were single; five percent were divorced; and

the remaining five percent were widowed. Sixty-seven percent of the respondents had at least one child under the age of eighteen living at home. The respondents family size ranged in number of children from 0 to 15. The mean number of children being 1.968 and the median being 1.375.

Education Level

The greater percentage (26 percent) of the respondents had completed high school. Ten male respondents (22.7 percent of the males surveyed) listed post-graduate education, while none of the females responded in this manner. Table 2 shows a further breakdown of the responses concerning education by sex.

Table 2
Education Level of the Respondents

Education	Male (N-44)	Female (N-48)
Junior High	4.5%	10.4%
High School	18.2	37.5
1-4 yrs. College	47.7	47.9
Technical School	6.8	4.2
Post Graduate	22.7	0.0

Occupations

The greater percentage (31 percent) of the respondents listed their profession as housewife. This

category included sixty-two percent of all female respondents. Nineteen males (46 percent) responded that they were currently employed in a professional occupation. Table 3 shows a further breakdown of occupations by sex.

Table 3
Occupations of the Respondent

Occupation	Male (N-41)	Female (N-50)
Housewife	0.0%	62.0%
Blue-Collar	17.1	8.0
Semi-professional	22.0	14.0
Professional	46.3	6.0
Unemployed & Retired	14.6	10.0

Chapter 5

LIBRARY USE PATTERNS

General Attitude Toward Orem Public Library

Bernard Berelson, in discussing the community's attitude toward the public library, concluded that although residents did not use the library; they approve of it and support it.¹ Although, seventy-three of the respondents in this study responded positively to the Orem Public Library; this statistic may not completely substantiate Berelson's conclusions regarding the halo effect. There was a significant difference at the .04 level between the attitudes of the non-library user and the user in this study. Users of the Orem Public Library involved in this study were more apt to respond affirmatively toward the presence of the library. (See Table 4)

Adult Use of Orem Public Library

Fifty-nine of the respondents had a current Orem Library card, while 36 did not. However, 63 of the respondents stated that they had visited the library at least

¹Bernard Berelson, The Library's Public (New York: Columbia University Press, 1949), p. 124.

Table 4
Attitude Toward Orem Public Library

Attitude	User (N-61)	Non-User (N-27)
Positive	88.5%	59.3%
Negative	11.5	40.7

$\chi^2 = 8.13517$ Significant at .04 level

Table 5
Adult Library Use

Usage	Male (N-45)	Female (N-46)
Library Use	71.1%	67.4%
Non-Use	28.9	32.6

once during the year. This suggests the possibility of residents of the community using the library for uses other than borrowing material for home use. A further breakdown of adult library use by sex is found in Table 5.

Bernard Berelson in The Library's Public concluded that 10 percent of the adults in the community use the public library.² Sixty-nine percent of the respondents involved in this study used the Orem Public Library at least once during the last year. This higher percentage of adult library use may be due to the higher educational level of the sample (See Table 2) and the high percentage of housewives (See Table 3). Kronus concluded in her study that the respondents education shows the strongest positive correlation with library use.³ Robert Wilson also found that housewives used library service more than any other occupational group; constituting 32 percent of all library users.⁴ The question whether the frequency rate of adult library use constitutes an accurate picture of the community's library use pattern or is biased by the

²Ibid., p. 10.

³Carol Kronus, "Patterns of Adult Library Use: A Regression and Path Analysis," Adult Education, 23 (Winter, 1973), p. 21.

⁴Robert A. Wilson, The Library Listens; Delaware Library Association Survey, 1973. A Survey of Present Use and Future Needs. U.S., Education Resources Information Center, ERIC Document, ED 093 344, May, 1974, p. 7.

above mentioned factors can only be solved by continued community analysis.

Sociometric Factors
Effecting Library Use

Question fourteen was used by the researcher to solicit information regarding the social interaction of the respondent's library visits. The basic question to be answered was, did adults in the sample go alone to the public library or did they visit with someone else? Table 6 is a contingency table comparing the male and female response to visiting the library with their children. A significant difference at the .05 level was noted between the male and female respondent. The women were more likely to have their children with them on library visits.

Table 6
Adult Visits With Children

Visit	Male (N-20)	Female (N-22)
Yes	55%	87%
No	45%	13%

$\chi^2 = 3.62965$ Significant at .05 level.

Table 7 is a contingency table that compares the male/female response to the question regarding visiting the library with their spouse. A significant difference at the .03 level was noted between the male and female

responses. The female was more likely not to visit the library with their spouse.

Table 7
Adult Visits With Spouse

Visits	Male (N-20)	Female (N-22)
Yes	55%	18%
No	45	82

$$x^2 = 4.68576 \text{ Significant at } .03 \text{ level.}$$

The use of the library by the respondent's children was cross-tabulated with the library use of the adult (See Table 8). A significant difference was noted at the .000 level between the user's children and the non-users children in regard to their library use. The user's children tended to use the library. The non-library user's children tended not to use the library.

Table 8
Children's Library Use

Library Use	User's Children (N-43)	Non-Users Children (N-23)
Visit	83.3%	16.7%
Do Not Visit	16.7	83.3

$$x^2 = 22.77368 \text{ Significant at } .000 \text{ level.}$$

Library Use and Education

Although Kronus concluded that education showed the strongest correlation with library usage; this correspondence was not found at a significant level in the respondent's sampled in this study.⁵ (See Table 9)

Table 9

Education and Library use

Library Use	Respondents with at Least 1-3 Years College	Respondents with B.S. Degree or Higher
Frequent	32.1%	50.0%
Infrequent	67.8%	50.0%

$\chi^2 = 2.037461$ Non significant at .10 level.

Continuing Education and Library Use

Charles Evans in 1970 made a study of library use in a middle-sized California town. He found that the user had generally completed more years of school, was usually a woman, and was actively engaged in some form of educational activity.⁶ A hypothesis of the researcher was that current continuing education related positively to use of the public library, however the data from this

⁵Kronus, p. 21.

⁶Charles Evans, Middle Class Attitudes and Public Library Use (Littleton, Colorado: Libraries Unlimited, Inc., 1970), p. 115.

sample did not support this hypothesis. Table 10 is a contingency table comparing the student and the non-students use of the Orem Public Library.

Table 10
Library Use and Continuing Education

Usage	Student (N-29)	Non-Student (N-53)
Use	79.3%	75.5%
Non Use	20.7%	24.5%

$\chi^2 = .01444$ Non-significant at .9043 level.

The close proximity of the B.Y.U. Library may affect the library usage patterns of the student in the Orem community. Also, many of the respondents mentioned their recent occupancy in the Orem area. Kronus concluded in her study that geographic mobility correlated negatively to library use. The more recent a family moved into an area, the less likely they are to use the library.⁷ Students, especially those attending B.Y.U., are likely to be recent residents of the Orem community. The affect of the close proximity of the B.Y.U. library with its specialized collection and the geographic mobility of the respondent should be evaluated in regard to library use in future studies.

⁷Kronus, p. 117.

Family Size and
Library Use

David Allred and Carol Kronus both mentioned the correlation between family size and library use.⁸ "People with larger families are heavier users of libraries than those with smaller families."⁹ A t-test was used to compare library use and the number of children in the family. No significant difference was noted between the frequent library user (monthly or more frequent) and the infrequent library user (every few months to yearly). However, there was a significant difference at the .008 level between the numbers of children in the frequent library user's family and the non-user. The mean numbers of children in the frequent user's family was 2.4286. The mean number of children in the non-user's family was 1.2143. There was no significant difference between the family size of the infrequent user and the non-user.

The number of children in the family had an effect on the usage of the library by the respondent's children. (See Table 11) There was noted a significant difference at the .0001 level between the library use of the only child and the child in a family with two or more children.

⁸David B. Allred and others, "An Attitude Survey of Utah County Residents Toward County Library Services," (Unpublished Masters project, Brigham Young University, 1972), p. 75.

⁹Kronus, p. 121.

The child in a family consisting of two or more children was more likely to be a library user.

Table 11

Family Size and Children's Library Use

Library	Only Child	Two or More Children
Use	27.8%	80.0%
Non Use	72.2	20.0

$$\chi^2 = 13.216380 \text{ Significant at } .0001 \text{ level.}$$

Purpose of Library Visit

The most frequent reason for visiting the Orem Public Library given by the respondents was to borrow material. Table 12 gives the five most frequently given reasons.

Table 12

Purpose of Library Visit

Purposes
1. Borrow Material
2. Return Material
3. Take Children
4. Use and Borrow Audio-Visual Equipment
5. Reference

Suggested Improvements to
Orem Public Library

The most frequently given response given by the respondents concerning improvements was that Orem Public was adequate and no improvements were needed. The most frequently given suggestion for improvement was longer library hours. Respondents mentioned the need for longer hours at night, especially on Friday and Saturday. Table 13 gives the five most frequently given suggestions for improvement.

Table 13
 Suggestions for Improvements

Suggestions
1. Longer hours
2. More Children's Activities
3. Larger Adult Collection
4. More Children's Books
5. More Audio-Visual Equipment and Supplies

Reasons For Non-Use of
Orem Public Library

Lowell Martin, in discussing the response to a researcher's questionnaire, stated,

The latter, seeing a way out choose one or several socially approved responses even though they would not read a book on the subject if it

were placed before them in technicolor and with accompanying music.¹⁰

Robert Wilson stated, in his study of Delaware Library use, that the most frequent response for non-use of the library was I'm too busy.¹¹ This accepted response was also found to be the most frequently given in this sample. Table 14 gives the five most frequently given reasons for non-library use.

Table 14
Reasons for Non-Use

Reasons
1. Too Busy
2. Use Other Library
3. Supply Own Books
4. Do Not Care to Read
5. No Transportation

¹⁰Lowell A. Martin, "User Studies and Library Planning," Library Trends, 24 (January, 1976), p. 488.

¹¹Wilson, p. 8.

Chapter 6

READING PATTERNS

The number of books read in a six month period of time by participants in this study ranged from 0 to 75. The mean number of books read was 9.958, the median was 3.969 and the mode was 0.0. A t-test was used to compare the number of books read by the respondent and his library usage. There was no significant difference in books read by the frequent library user and the infrequent user. There was, however, a significant difference at the .002 level in the number of books read by the frequent user and the non-user. The frequent user read as a mean 14.6857 books in a six month period. The non-user during the same period read as a mean only 3.8214. There was not a significant difference in the number of books read by the infrequent library user and the non-user. This correlation was also found between the size of the family of an infrequent library user and the non-library user. Perhaps the definition of non use of the library should be refined to include the infrequent library visitor.

Main Purpose of Reading

The main purpose given for reading by the respondents sampled was recreational. Table 15 gives the most

frequently mentioned reasons for reading in order of preference.

Table 15
Purposes of Reading

Male	Female
1. Recreation	1. Recreation
2. Professional Development	2. Self-Education
3. Self-Education	3. Home-related
4. School-related	4. Cultural Development

Professional development as a reason for reading was cross-tabulated with the sex of the respondent. There was a significant difference at the .0001 level between the male and female responses. (See Table 16) The female was less likely to respond that professional development was a reason for her reading.

Table 16
Professional Development as a Purpose
for Reading

	Male (N-36)	Female (N-43)
Yes	55.6%	4.7%
No	14.4	95.3

$\chi^2 = 15.44729$ Significant at .0001 level.

Recreation as a response was also cross-tabulated by the sex of the respondent. A significant difference at the .04 level was noted between the male and female responses. Females in this sample were more likely to respond that their reason for reading was recreational. (See Table 17)

Table 17
Recreation as Purpose for Reading

Purpose	Male (N-36)	Female (N-43)
Yes	50%	74.4%
No	50	26.6

$$\chi^2 = 4.03278 \text{ Significant at } .0411 \text{ level.}$$

Sources of Reading
Material

The most frequent source of reading material mentioned by the respondents was a bookstore. Table 18 gives the six most frequent sources of books in order of preference.

Table 18
Sources of Books

Sources
1. Bookstore
2. Orem Library

Table 18 (continued)

Sources
3. Loan from Friend
4. Paperback Rack
5. Other Library
6. Own Collection

Table 19 is a contingency table showing the comparison between the male and female responses to using a bookstore as a source of reading material. There was noted a significant difference at the .02 level between the male and female response. The female respondent was more likely not to use a bookstore as a source of books.

Table 19

Bookstore as a Source of Books

Source	Male (N-33)	Female (N-43)
Yes	52.8%	25.6%
No	47.2	74.4

$\chi^2 = 5.05275$ Significant at .0246 level.

There was also a significant difference between the response of the male and female in mentioning receiving books as a loan from a friend. (See Table 20)

The male respondent was less likely to get a book as a loan from a friend to read.

Table 20

Book Loaned from Friends

Loaned	Male (N-33)	Female (N-43)
Yes	8.3%	44.2%
No	91.7	55.8

$\chi^2 = 10.81473$ Significant at .001 level.

Preferences in Reading
Material

The most frequently given response in answer to the question asking the types of books read in the last six months by the respondents was fiction. Table 21 gives a further breakdown of books read in order of preference.

Table 21

Types of Books Read

Male	Female
1. Religion	1. Fiction
2. History & Biography	2. Religion
3. Fiction	3. Homemaking
4. Science	4. History & Biography
5. Business	5. Social Studies

A largenumber of respondents mentioned being members of the L.D.S. Church; this religious affiliation may account for the high number listing religious books as a type read. The occupational outlook between the male and female seems to have influenced the preference in reading material.

Table 22 is a contingency table comparing the response of the male and female to fiction as a type of book read. There was a significant difference at the .03 level. The male respondent being less likely to read fiction.

Table 22
Fiction Reading

Fiction	Male (N-36)	Female (N-42)
Yes	30.0%	51.0%
No	70.0	43.0

$\chi^2 = 4.51668$ Significant at the .03 level.

Reading Habits of the
User vs the Non-User

Wayne T. Jarvis suggested in his survey of Orem Public's users that research should be done on the reading habits of non-users; which would provide evaluation of

what the non-library user wanted to read.¹ Twenty of the non-users stated that they read at least one book in the last six month period. The purpose in reading, the source of books and the type of books read were cross-tabulated with library usage. There was no significant difference between the responses given by the library user as compared to the non-user.

The sources of reading material was not significantly different, however a listing of sources in order of preference given by users and non-users suggests some interesting possibilities. (See Table 23) As previously mentioned the library user tends to read significantly more books than the non-user. He also seems to be more apt to frequent other libraries in his search for reading material. The non-library user seems to use commercial outlets for his reading material. Several questions arise that cannot be answered by this survey. Does the library user tend to frequent a library because the amount of books read would be prohibitive financially if purchased? Does the library user tend to use the public library because he feels comfortable in the facility; since he also uses other libraries in the area to supply book needs? Does the non-library user use commercial outlets, because he just happens to see a book that

¹Wayne D. Jarvis, "A Survey of Adult Patron Awareness, Use, and Satisfaction at Orem Public Library," (Unpublished Masters project, B.Y.U., 1975), p. 20.

interests him? These questions should be considered and answered by future research.

Table 23
Sources of Books

User	Non-User
1. Orem Public	1. Bookstore
2. Bookstore	2. Paperback
3. Other Library	3. Loan
4. Own Collection	4. Own Collection

Chapter 7

SUMMARY AND CONCLUSIONS

Restatement of Problem and Procedures

What are the reading patterns and library use patterns of adults eighteen years of age and older residing in Orem, Utah?

A survey of adult residents of Orem, Utah, was conducted to provide information regarding the community served by Orem Public Library. A sample size of 100 was determined to provide a confidence level of 90 percent and a reliability interval of ± 10 percent. Respondents were chosen by a random sample technique. Respondents were individually questioned by the researcher to obtain more personal feedback. The data was tabulated by computer using the Statistical Package for the Social Sciences. Analysis was made, summary of results follow.

Summary and Conclusions

The respondent sampled during the survey tended to be between the ages of eighteen to thirty-five, was married and had at least one child under the age of eighteen living at home. The male respondent tended to have completed a higher educational level and was employed

in a professional field. Most of the female respondents were housewives.

Sixty-three of the respondents sampled in this survey felt that the absence of the Orem Public Library in the community would be a loss to them and their families. The user of the library was more apt to have a positive attitude toward the library.

The woman respondent was more likely to visit the library with her child than the male respondent. She was also less likely to visit the library with her spouse. The user's child tended to also use the library, while the non-library user's child tended not to use the library.

The researcher's hypotheses that continued education level correlates with higher library use was not substantiated by this survey. However, the hypothesis that increased family size relates positively to use of the public library was accepted. There was also a significant difference in the library use of the only child as compared to the child in a family having two or more children. The child in a family consisting of two or more children was more likely to be a library user.

The most frequently given reason for visiting Orem Public Library was to borrow material. The user answered more frequently that he felt the Orem Public Library was adequate and needed no improvements. The most frequently given suggestion for improvement was the lengthening of hours, especially on Friday and Saturday

night. The non-library user gave most frequently as a reason for non-use was the socially acceptable answer that they would like to, but they were too busy.

The hypotheses that increased reading of books relates positively to library use was accepted. The frequent library user read as a mean 14.6857 books as compared to the 3.8214 books read by the non-user. Although there was a difference in number of books read, there was no significant difference in type of books read, source of reading material or reason for reading between the user and the non-user. The female respondent was more likely to state that the reason for her reading was recreational. Although the most frequent type of book read was fiction, the male respondent was less likely to read fiction.

Recommendations

Public library use seems to be a family oriented activity. Increased family size relates positively to library use by the adult. The child belonging to a family with two or more children is also more likely to be a library user. The adult library user also relates to the children's library use. A publicity campaign combined with activities directed toward the family as a group instead of just the children should be considered by the Orem Public Library.

Suggestions for Future Research

Several unanswered questions were raised in the process of this study and should be answered by future research:

1. What is the relation of geographic location of the household to library use of the respondent?
2. What is the relation of geographic mobility of the family on the library usage?
3. Does the high percentage of library use by the adult respondent represent a true picture of the Orem community's library use patterns?
4. Although the non-user of the library read less books on an average than the frequent library user, the reading patterns were not significantly different. What additional factors effect the choice of a non-user in supplying book needs from other outlets besides the Orem Public Library?
5. Additional research needs to be conducted into the sociometric effects on library use of adults and their children residing in Orem, Utah.

Appendices

APPENDIX A
SAMPLE QUESTIONNAIRE

1. Are you?
☐ Male
☐ Female
2. Please specify your age, as of your last birthday?
☐ 18 to 24 ☐ 35 to 40
☐ 25 to 30 ☐ 40 to 50
☐ 30 to 35 ☐ 50 to 65
☐ ☐ 65 or older
3. Please check the level of formal education you have completed.
☐ none ☐ 1-3 years of college
☐ elementary ☐ 4 years of college
☐ junior high ☐ technical school
☐ high school ☐ post graduate
4. Please specify your current employment: _____
5. Are you?
☐ Single ☐ Divorced
☐ Married ☐ Widowed
6. Do you have any children under the age of 18 in your family? ☐ Yes ☐ No
7. If you have children under the age of 18 in your family, could you please specify the number of children in each age group?
☐ 0 to 5 yrs. old ☐ 6 to 12 yrs. old ☐ 13 to 18 yrs. old
8. How frequently do your children visit the Orem Public Library?
☐ More than once a week ☐ Every few months
☐ Once a week ☐ Once a year
☐ Every few weeks ☐ Never
☐ Once a month
9. Do you have a "current" Orem Public Library card?
☐ Yes ☐ No
10. What is the best approximation of how often you and your family normally visit the Orem Public Library?
☐ More than once a week ☐ Every few months
☐ Once a week ☐ Once a year
☐ Every few weeks ☐ Never
☐ Once a month
11. Are you now taking classes in any school?
☐ Yes ☐ No
12. If you use the library, is your library use connected with the courses you are taking? ☐ Yes ☐ No

13. Remembering the last time you visited the library did you go with someone? ☐ Yes ☐ No
14. If you did go with someone on your last visit to the library, was it?
☐ Your children ☐ A friend
☐ Your husband or wife ☐ Other (Specify) _____
15. Do you usually visit the library with someone?
☐ Yes ☐ No
16. Remembering the last time you visited Orem Public Library what were your purposes? (Check as many as apply.)
☐ To study
☐ To read newspapers and magazines
☐ To use reference books
☐ To return books and materials
☐ To borrow books and materials
☐ To check out records, films, etc.
☐ To take the children
☐ Other (specify) _____
☐ Do not use Orem Public Library
17. Remembering your last visit to Orem Public Library, what improvements in the library would benefit you and your family? (Check as many as apply.)
☐ More public events (lectures, films)
☐ Longer hours (specify) _____
☐ More of the latest books
☐ More activities for the children
☐ More children's books
☐ Larger adult collection
☐ More non-fiction
☐ More fiction
☐ More records, films, etc.
☐ Very adequate--no improvements
18. If you and your family do not attend the Orem Public Library regularly, why not? (Check as many as apply.)
☐ No transportation
☐ You would like to, but you are too busy
☐ Library isn't open when you need it (specify) _____
☐ You do not care to read
☐ You supply your own books
☐ You use other libraries in the area
☐ The library is inadequate (specify) _____
☐ Other _____
19. How many books have you read in the last 6 months?

20. What is the main purpose of your reading? (Check as many as apply.)
- ☐ Self-education
 - ☐ School assignments
 - ☐ To help with profession
 - ☐ Home related
 - ☐ Recreation
 - ☐ Cultural
 - ☐ Current Events
 - ☐ Other (specify) _____
21. Remembering the books you have read in the last six months, where did you get the books? (Check as many as apply.)
- ☐ Bookstore
 - ☐ Orem Public Library
 - ☐ Loan from a friend
 - ☐ Book club
 - ☐ Paperback rack at store
 - ☐ Other library (BYU, church)
 - ☐ Own collection
 - ☐ Other (specify) _____
22. What type of books have you read in the last six months? (Check as many as apply.)
- ☐ art, music, drama, literature
 - ☐ homemaking, cookbooks
 - ☐ hobbies, do-it-yourself manuals
 - ☐ history, biography
 - ☐ religion, philosophy
 - ☐ science fiction, westerns, humor
 - ☐ professional texts
 - ☐ fiction (best sellers, etc.)
 - ☐ social sciences
 - ☐ science and technology
 - ☐ business
 - ☐ textbooks
 - ☐ languages
 - ☐ other (specify) _____
23. If there were no library in this area do you think it would be a great loss to you and your family personally? ☐ Yes ☐ No

APPENDIX B
MAP OF OREM CITY

OREM CITY MAP

(Not Included)

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